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WE CLAIM:

- 1. A method of identifying a naturally occurring binding partner, or binding partner precursor, for a target, said method comprising:
- a) identifying an amino acid sequence motif which confers detectable binding properties of a peptide comprising said motif to a target by screening a library comprising a plurality of different expressed amino acid sequences for binding of members of said library to the target; separating members of the library which bind to the target; determining the amino acid sequence of the members of the library which bind to said target; and identifying as motifs common amino acid sequences among said determined amino acid sequences;
 - b) comparing the identified amino acid sequence motifs to known amino acid sequences of a genome and identifying a gene product of said genome possessing said motif as the naturally occurring binding partner, or partner precursor, for said target.
 - 2. The method according to claim 1 wherein the target is an untranslated region of mRNA.
 - 3. The method according to claim 1 wherein the target is a cellular receptor.
- 4. The method according to claim 1 wherein said library comprises a peptide library of random amino acid sequences.
 - 5. The method according to claim 4 wherein the peptides of said library comprises a random sequence of about 10 to about 50 amino acids.
- 30 6. The method according to claim 5 wherein the random sequence comprises about 20 to 40 amino acids.
 - 7. The method according to claim 6 wherein the random sequence consists essentially of about 20 amino acids.

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- 8. The method according to claim 6 wherein the random sequence consists essentially of about 40 amino acids.
- 9. The method according to claim 1 wherein the genome is mammalian.
 - 10. The method according to claim 9 wherein the genome is human.
- 11. The method according to claim 1 wherein the target is selected from the group consisting of receptors, transport proteins, transcription regulatory sites and translation regulatory sites.
- 12. The method according to claim 1 wherein the target comprises a protein.
- 13. The method according to claim 1 wherein the target comprises a nucleic acid.
- 14. The method according to claim 1 wherein the target is a polysaccharide.
- 15. The method according to claim 1 wherein the motif comprises 5 to 8 amino acids.
- 16. The method according to claim 15 wherein the common amino acids of said motif are contiguous.

17. A method of identifying a motif comprising an amino acid sequence of a post translational gene product wherein said motif confers detectable binding properties at a natural target of said post translational gene product, said method comprising screening a library comprising a plurality of different expressed amino acid sequences for binding of members of said library to the target; separating members of the library which bind to the target; determining the amino acid sequence of the members of the library which bind to the target;

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- and identifying as motifs common amino acid sequences among the determined amino acid sequences of said target binding members of the library.
 - 18. The method according to claim 17 wherein said library comprises a peptide library of random amino acid sequences.
 - 19. The method according to claim 18 wherein the peptides of said library comprises a random sequence of about 10 to about 50 amino acids.
- 20. The method according to claim 19 wherein the random sequence comprises about 20 to 40 amino acids.
 - 21. The method according to claim 20 wherein the random sequence consists essentially of about 20 amino acids.
 - 22. The method according to claim 20 wherein the random sequence consists essentially of about 40 amino acids.
 - 23. The method according to claim 17 wherein said library is a library derived from a primary library by fixing the identity of certain amino acids in known positions of said members of said library.
 - 24. The method according to claim 17 wherein the common amino acids of said motif are contiguous.
 - 25. A method for determining the activity of a gene product, said method comprising:
 - a) expressing said gene product in a cell;
 - b) contacting said cells with a ligand which binds said gene product; and
 - c) detecting a change in phenotype of cells in which said gene product is expressed.
 - 26. The method according to claim 25 wherein said gene product is expressed in a plurality of different cell types.

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- 27. The method according to claim 25 wherein said ligand possess a consensus amino acid sequence determined from a plurality of members of a peptide library which bind said gene product.
- 28. The method according to claim 27 wherein said ligand possesses an amino acid sequence enabling the ligand to enter said cell.
 - 29. The method according to claim 25 wherein the change in phenotype is detected based on a change in cell growth.
- 30. The method according to claim 25 wherein the change in phenotype is detected based on a change in cell morphology.
 - 31. The method according to claim 25 wherein said ligand is homologous to a natural peptide.
 - 32. A method of determining the phenotypic outcome of the expression of a gene product comprising;
 - a) expressing the gene product in cells;
 - b) contacting said cells with an amino acid sequence comprising a motif which binds said gene product and wherein said motif is identified from members of a peptide library which bind to the target; and
 - c) detecting a change in phenotype of cells in which said gene product is expressed.
 - 33. The method according to claim 32 wherein said gene product is expressed in a plurality of different cell types.
- 34. The method according to claim 32 wherein said amino acid sequence possesses an amino acid sequence enabling it to enter said cell.
 - 35. The method according to claim 32 wherein the change in phenotype is detected based on a change in cell growth.

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- 36. The method according to claim 32 wherein the change in phenotype is detected based on a change in cell morphology.
- 37. The method according to claim 32 wherein said motif is present in a naturally occurring gene product.
- 38. A method of identifying a naturally occurring binding partner, or binding partner precursor, for a target, said method comprising:
 - a) identifying an amino acid sequence which binds to said target by screening a library comprising a plurality of different expressed amino acid sequences for binding of members of said library to the target; separating at least one member of the library which bind to the target; determining the amino acid sequence of said member of the library which bind to said target; and;
- b) comparing the identified amino acid sequence of said member to known amino acid sequences of a genome and identifying a gene product of said genome possessing an amino acid sequence substantially similar to said identified amino acid sequence as the naturally occurring binding partner, or partner precursor, for said target.
- 39. The method according to claim 38 wherein the substantially similar amino acids are identical and contiguous.
 - 40. The method according to claim 39 wherein at least 5 amino acids are identical and contiguous.
 - 41. The method according to claim 38 wherein the target is an untranslated region of mRNA.
- 42. The method according to claim 38 wherein the target is a cellular receptor.
 - 43. The method according to claim 38 wherein said library comprises a peptide library of random amino acid sequences.

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- 44. The method according to claim 43 wherein the peptides of said library comprises a random sequence of about 10 to about 50 amino acids.
- 45. The method according to claim 44 wherein the random sequence comprises about 20 to 40 amino acids.
- 46. The method according to claim 45 wherein the random sequence consists essentially of about 20 amino acids.
- 47. The method according to claim 45 wherein the random sequence consists essentially of about 40 amino acids.
 - 48. The method according to claim 38 wherein the genome is mammalian.
 - 49. The method according to claim 48 wherein the genome is human.
 - 50. The method according to claim 38 wherein the target is selected from the group consisting of receptors, transport proteins, transcription regulatory sites and translation regulatory sites.
 - 51. The method according to claim 38 wherein the target comprises a protein.
 - 52. The method according to claim 38 wherein the target comprises a nucleic acid.
 - 53. The method according to claim 38 wherein the target is a polysaccharide.
- 54. The method according to claim 38 wherein the motif comprises 5 to 8 amino acids.
 - 55. A method for identifying a nucleic acid sequence encoding a naturally occurring binding partner, or binding partner precursor, for a target, said method comprising:

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- a) identifying an amino acid sequence motif which confers detectable binding properties of a peptide comprising said motif to a target by screening a library comprising a plurality of different expressed amino acid sequences for binding of members of said library to the target; separating members of the library which bind to the target; determining the amino acid sequence of the members of the library which bind to said target; and identifying as motifs common amino acid sequences among said determined amino acid sequences;
- b) comparing the identified amino acid sequence motifs to known amino acid sequences of a genome and identifying a gene product of said genome possessing said motif as the naturally occurring binding partner, or partner precursor, for said target; and
- c) identifying said nucleic acid sequence encoding said naturally occurring binding partner, or partner precursor.
- 56. A method of identifying a nucleic acid sequence encoding a naturally occurring binding partner, or binding partner precursor, for a target, said method comprising:
- a) identifying an amino acid sequence which binds to said target by screening a library comprising a plurality of different expressed amino acid sequences for binding of members of said library to the target; separating at least one member of the library which bind to the target; determining the amino acid sequence of said member of the library which bind to said target;
- b) comparing the identified amino acid sequence of said member to known amino acid sequences of a genome and identifying a gene product of said genome possessing an amino acid sequence substantially similar to said identified amino acid sequence as the naturally occurring binding partner, or partner precursor, for said target; and
- c) identifying said nucleic acid sequence encoding said naturally occurring binding partner, or partner precursor.